

Statistics

Population (2003)

Florida:	15,955,940	metro	(6.6% of total U.S. metro)
	<u>1,063,128</u>	non-metro	(2.2% of total U.S. non-metro)
	17,019,068	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

Farm-Related Employment (2000)

Florida:	1,264,125 jobs	(14.7% of total Florida employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

Florida:	44,081	(2.1% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

Florida:	236 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

Florida:	\$6.2 billion
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): #9

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Greenhouse/nursery	1,629,993	11.4
Oranges	1,168,211	68.2
Cane for sugar	517,925	51.4
Tomatoes	508,320	27.4
Dairy products	356,184	1.7

Market Value of Agricultural Products Sold Directly to Consumers (2002)

Florida: \$12.4 million
United States: \$812.2 million

Farmers Markets (2004)

Florida: 74
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Florida: \$6 million
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Florida: 12,059
United States: 2,343,857

USDA-Accredited Organic Certifying Agents (2005)

Based in Florida: 1
Total: 96

Marketing Products and Services

Specific to Florida

National Association of Market Managers Regional Conference

In October 2004, AMS staff members addressed a regional conference of the National Association of Produce Market Managers in St. Augustine on the subject of FDA food processing standards and Federal legislative outlook for farmers markets. Participants

visited several food marketing facilities.

Rebuild Ft. Pierce State Farmers Market

AMS is providing reconstruction technical support to rebuild the Ft. Pierce State Farmers market, which sustained extensive hurricane damage in September 2004.

Florida Farmers Market Hurricane Assistance

AMS assisted in assessing the damage from Hurricanes Charley and Frances to farmers markets in Wauchula, Fort Myers, Arcadia, Sanford, and Fort Pierce in 2004, provided architectural consultation for restorations for the markets, and developed a template for documenting damage of the storm-ravaged facilities. AMS also identified demolition plans, provided technical review of reconstruction plans, and provided costs estimates and recovery plans to secure a financial commitment from the Federal Emergency Management Administration (FEMA).

Produce Market Manager Conference

AMS personnel organized and conducted several educational sessions at the 2004 annual North American Produce Market Managers Conference, hosted in Tampa by the Florida Department of Agriculture and the Plant City State Farmers Market. Discussion topics included the growing interdependency of the global food system, facility planning in the 21st century, and waste management/recycling issues at wholesale markets.

Farm to School Marketing Pilot Project

AMS provided seed money to the New North Florida Cooperative in Marianna to help the cooperative's small-scale vegetable and fruit farmer members expand their marketing opportunities with food service institutions. From its initial success helping members sell chopped and bagged collard greens and other crops to a local school district, this Florida cooperative has now expanded its scope of operations to several states, added product lines and increased the level of value-added preparation and packaging. It has also created a network of similar cooperatives in the Southeast region which are working together to expand value-added processing and marketing opportunities for small-scale farmers.

Supply Chain Management Symposium

In November 2003, AMS, in collaboration with the University of Florida, the University of Georgia, and the Florida Department of Agriculture and Consumer Services, conducted a supply chain management symposium in West Palm Beach. The symposium brought together stakeholders in the marketing, production, and distribution functions of agricultural and nursery products to discuss means of improving product distribution. The dynamics of supply chain management was explored utilizing a Distribution Management Simulator. The program also featured presentations of Radio Frequency Identification (RFID) technology, wireless digital display technology for providing information to consumers, and produce retailing simulations.

Renovation of Jacksonville Farmers Market

AMS provided technical assistance to support the renovation of the existing market facility.

Planning Assistance in Palm Beach County

AMS provided technical assistance to Palm Beach County's Planning Division in developing agricultural marketing strategies designed to help contain urban sprawl into the protected agricultural areas bordering the Everglades.

Sanford State Farmers Market Grand Opening Celebration

AMS attended the grand opening ceremony for the newly completed Sanford State Farmers Market facility in Sanford in December 2003. The ribbon cutting and declaration of the

market's opening was conducted by Charles H. Bronson, Commissioner of the Florida Department of Agriculture and Consumer Services. The State of Florida and Seminole County collaborated to finance the project, which is located on U.S. Highway 17-92. AMS provided a site survey, the initial conceptual design, and a rendering of the facility.

Produce Supply Chain Roundtable

In cooperation with the University of Florida and the University of Georgia, AMS conducted a produce supply chain roundtable in West Palm Beach in November 2003. The symposium was designed to help produce growers, handlers, processors, shippers and receivers better meet the expectations of consumer-driven distribution and marketing supply chains.

AMS Presents Farm-to-School Study Results

In June 2003, AMS described a farm-to-school marketing project in the panhandle of Florida to the Agriculture Committee of the Greater Susquehanna Chamber of Commerce in north-central Pennsylvania. The Chamber of Commerce is interested in establishing a pilot project similar to the one in Florida to assist its local farmers in entering alternative marketing channels such as schools, universities, and regional institutions. The Florida project was a collaborative effort of AMS, the Natural Resources Conservation Service, the West Florida Resource Conservation and Development Council, Florida A&M University, and a group of limited-resource farmers. The report is available at *Innovative Marketing Opportunities for Small Farmers: Local Schools as Customers* (PDF), or request a printed copy from AMS.

FDRS Conference Explores Emerging Business Models

The annual meeting of the Food Distribution Research Society (FDRS) was held in October 2002 in Miami to discuss emerging food distribution business models. This annual event brings together academics, government analysts, and industry representatives involved in applied research and analysis of food distribution and marketing issues. This year's conference featured perspectives from key officials in the grocery, food service, and restaurant industries, as well as market observers from academic and government circles, about the ongoing transformation of institutional relationships in the food supply chain and the mechanisms being used to enhance quality assurance and traceability in the distribution of perishable food. AMS moderated a panel discussion entitled "Attitudes Toward Biotechnology: Gauging Feelings Toward a Volatile Issue" and presented models of produce distribution chains.

Jacksonville Farmers Market Master Plan

Harry Frisch, owner of the Jacksonville Farmers Market, is interested in redesigning and improving the 64-year-old market, which has become outdated. AMS presented a master plan for the 13-acres site in September 2002. The plan includes a proposed tenant mix, the phases of development, building costs, and a survey of market vendors and buyers carried out in cooperation with the Cooperative Extension Service of Florida.

AMS at Fruit and Vegetable Conference

The annual United Fresh Fruit and Vegetable Conference was held in Orlando in February 2002. AMS managed an exhibit and made a presentation on issues uniting growers, shippers, processors, wholesalers, retailers, and food service companies to better serve the consumer. The conference focused on building more effective partnerships throughout the supply chain.

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2005, \$28,000 to the Florida Department of Agriculture and Consumer Services, in cooperation with the Florida Sweet Corn Exchange, to assess new market potential for increasing consumer consumption of fresh market winter sweet corn.
- In 2004, \$35,200 was awarded to the Florida Department of Agriculture and Consumer Services to assess prospects for Florida growers to export orchids and other flowers to Singapore.
- In 2004, \$37,000 was awarded to the Florida Department of Agriculture and Consumer Services to explore new marketing opportunities in three overseas markets for a new sweet, early maturing grapefruit hybrid.
- In 2003, \$39,000 was awarded to the Florida Department of Agriculture and Consumer Services to address marketing issues such as packaging, labeling, handling and consumer acceptance of *nopalitos*, a minimally processed cactus product popular in Mexican cuisine.
- In 2003, \$25,500 was awarded to the Florida Department of Agriculture and Consumer Services to explore domestic and international markets for a new sweet, early maturing grapefruit hybrid.

Regional Interest

Direct Marketing Publication in Spanish

In response to the growing demand among producers and agricultural extension staff for direct marketing information in Spanish, AMS has published *Las Ventas Directas Hoy en Día: Retos y Oportunidades*, a Spanish-language version of its popular publication, *Direct Marketing Today: Challenges and Opportunities*, originally published in 2001.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations,

and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.